SHIVEN JAISWAL

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Education

Toronto Metropolitan University **September 2024 – May 2029**
- Bachelor of Engineering

Experience

MR. STUDIOS, Back End Developer Intern **June 2024 – September 2024**
- Designed and developed a fully responsive real estate landing page using WordPress, implementing custom HTML, CSS, and JavaScript for optimal user experience across devices.
- Integrated HubSpot CRM to capture and manage leads efficiently, enabling streamlined client communications and improved conversion tracking.
- Set up automated email workflows within HubSpot to send personalized follow-up emails to leads, enhancing engagement and lead nurturing.
- Configured and launched targeted Google Ads campaigns, generating over 68 conversions from 76.6K+ impressions at a competitive $1.90 average CPC; campaigns were optimized for specific demographics to drive high-quality lead acquisition and maximize conversion efficiency.
- Implemented a custom JavaScript solution to enable deep linking and URL hash navigation for a multi-tabbed view, improving usability and shareability of specific sections.
- Collaborated from project inception to launch, contributing to strategy, design, development, and deployment of a professional marketing website.
- Ensured cross-browser compatibility and fast load times, following best practices in responsive web design and front-end performance optimization.
- Worked closely with stakeholders to gather requirements, iterate on design feedback, and deliver a polished final product aligned with business goals.

PPL Aquatic, Fitness and Spa Group, Lifeguard & Swim Instructor **Spring 2021 – Spring 2022**
- Supervised residential pool facilities, ensuring swimmer safety and enforcing pool regulations.
- Provided emergency response and first aid as needed, maintaining a safe aquatic environment.
- Conducted swim lessons for various age groups, focusing on stroke development, water safety, and confidence-building.
- Maintained pool hygiene and safety standards, regularly testing chemical levels and reporting hazards.
- Earned **National Lifeguard License** and **Swim Instructor License** after completing rigorous training.

Projects

Odometry-Based Navigation | *C++, VEXcode* **February 2023**
- Developed an odometry system to enhance autonomous navigation accuracy in VEX Robotics competitions.
- Implemented sensor fusion for improved real-time tracking.

PID Control Algorithms | *C++, Python* **October 2020**
- Developed and fine-tuned PID controllers for robotics projects to achieve precise motor control.
- Integrated feedback loops to improve system stability and responsiveness.

Technical Skills

- **Languages**: C++, HTML/CSS, Java, JavaScript, Python
- **Developer Tools**: Eclipse, Git, RobotC, VS Code, VEXcode
- **Technologies/Frameworks**: GitHub, Odometry, PID Control, Sorting Algorithms, WordPress, GNUPlot, GNU C Compiler

Leadership

Brampton Robotics, Team Captain **May 2019 – August 2024**
- Designed and built competitive robots for VEX IQ (until 2021) and VEX VRC, focused on durability and performance optimization.
- Programmed autonomous routines using odometry for precise movement.
- Served as the team's primary driver in competitions, executing game strategies with precision.
- Collaborated with teammates to optimize robot performance, troubleshoot mechanical and programming issues, and refine game strategies.
- 4× VEX Worlds Finalist; 3× Provincial Champion